

# Sell the Brand First in a B2B Setting



Business to Business (B2B) salespeople—those who sell to professional buyers, such as a purchasing manager for a plant or an industrial buyer of component parts—are usually furthest removed from the idea of brand selling because their brands are not easily identifiable or visible. **Sell the Brand First** is a new and highly effective way to enhance B2B sales.

## The Old Way: Trade Buyer Stair-Step

Trade buyers traditionally consider three major things when comparing your company to the competition during buying decisions:

- The product line or services you and your company have to offer
- The relationship you have built with the buyer over time
- The performance you have achieved for the buyer and their company

### TRADE BUYER STAIR-STEP



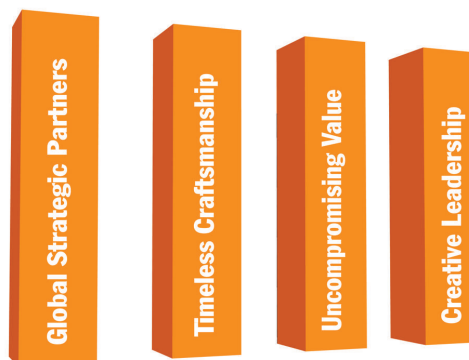
## What's Missing?...The Brand Pillars

### What Are Brand Pillars?

Brand pillars are the unique advantages your company has worked hard to build. They:

- Are impenetrable by the competition
- Differentiate your brand
- Are valued and mentioned by customers
- Are time-tested
- Are seen as part of the fabric of your company

### BRAND PILLAR EXAMPLES



The truth is...

**Products** can become outdated

**Relationships** can go awry

**Performance** can slip in one transaction and

**Competition** can duplicate all of these!

The competition

can't duplicate your

**People** and the power

of your **Brand!**

***"The ability of your sales team to establish and reinforce the value of your Brand in the marketplace builds the overall Brand equity in your company."***



LEADERSHIP  
PERFORMANCE  
DEVELOPMENT, INC.

Todd Barth  
Senior Vice President and G.M. –  
Paint Sundry Brands, Division of Sherwin Williams



# Sell the Brand First in a B2B Setting (Continued)

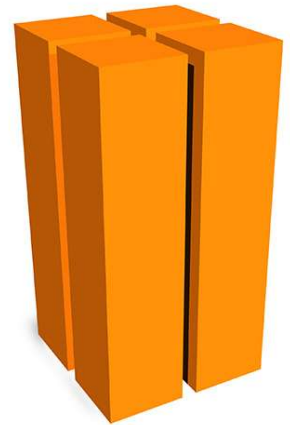
"We need to move from  
intuitive to intentional"

## Making the Brand Pillars come alive

Once you understand your brand pillars, you can "stack them together" to leverage your brand sales language. This will create a formidable B2B selling process and a consistent picture of your brand for the customer.

### Using "Innovation" as a pillar example, here are some ways to differentiate your brand:

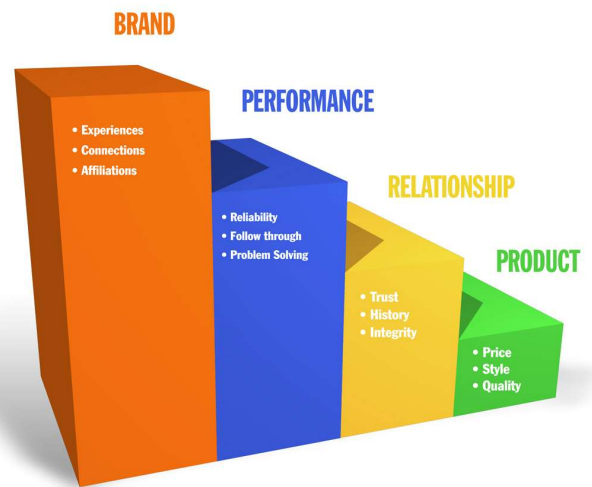
- Use history and case studies, examples of past success
- List the innovations of the brand you sell
- Get testimonials from satisfied customers
- Show test results and sample data
- Provide industry articles that highlight the innovative product
- Tell your story of innovation



## The New Way: The B2B Brand Staircase

A new way to cater to the modern buyer's mindset is to focus on your Brand Pillars - the story that they tell - and thus include the brand in the selling process. Then by reversing the brand staircase, telling your Brand story, and selling the brand first, you will significantly differentiate your company from the competition. You will gain downward momentum and match the competition at every other step. *Result: the rest of the sales process flows easier and builds greater impact.*

### B2B BRAND STAIRCASE



"You have a brand  
whether you intend to or  
not....better to shape  
your Brand than simply  
let it happen"

Jeff Warr  
Zachry Associates



LEADERSHIP  
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*"Our salespeople have always listened to our customers and worked with them to provide service and innovation...now we find ourselves at a Brand Crossroads..."*

David Calabria

President and CEO – D & D Group, Australia, D & D Technologies, USA